

ABSTRACT OF THE DISCLOSURE

The present invention relates to a storyboard model for interactive video advertisement packages. An initial real time, predetermined video advertisement segment is delivered package is delivered over a broadcast interactive television medium in a conventional advertising spot time frame. The initial video advertisement segment includes a dynamic sequence presenting a storyboard model representation having a plurality of selectable zones. Each zone is defined in relation to a unique part of the storyboard model representation and has a corresponding selectable, predetermined video advertisement segment associated with that zone. One of the selectable video advertisement segments corresponding to a viewer selected zone is delivered to the viewer in direct response to selection by the viewer of that zone that present parts of a storyline.